

## WHAT IS CLAIMED IS :

## [claim 1]

The I.D. of a program is displayed on an image display equipment which is placed in advance in public facilities, including inside/outside of the railway stations, air port lobbies, public squares, halls or walls/roofs of buildings. In the system, when general people watching the program take an interest or feel sympathy in it, they respond immediately by their own Web-corresponding information terminal units which they are carrying with. It is a two-way communication system in which Information Managers install Web-server and Data base on Internet previously, process immediately transmitted information input by the audience, and display response information through live telecast images or accumulated pictures. Information Managers install a Web-server corresponding to Web-corresponding type portable information unit such as WAP, i-mode (hereafter, referred to as "Portable Terminal Unit") on Internet and open Home Pages where an input screen is provided for collecting information. A contract is made with a sponsor who wishes to telecast advertisements effectively, and an image display equipment is placed in public facilities including the railway stations or on the walls in the streets. Information Managers have a provider of advertisement or tourism information displayed additionally the ID Number of each program. Any audience viewing the pictures will request some materials to Web-server by their portable terminal units, when they have found interesting goods or services. To promote such requests, it shall be noticed in advance that free gifts or discount tickets are to be given by lots. Based on information collected through Web-servers, the add-up and lot processes are automatically executed and the results are displayed on the live screen. Each personal information is stored to create Data base for sending

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any goods or materials/prizes. Such data base is used to manage individual information as membership and to classify audience into various categories when any questionnaires are to be sent. It is a kind of business system in which you can improve advertising effects and a real time or on-site marketing becomes available by quantifying the attracting level of image advertisements aiming at unspecified audience.

**THE UNIVERSITY OF CHICAGO**